



# Livestock Feed and Ingredients Buyer's Mission in June

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MADISON – This is your company's chance to meet eight buyers from seven countries right here at home. The Department of Agriculture, Trade and Consumer Protection (DATCP) invites companies to participate in the 2012 Livestock Feed and Ingredients Buyer's Mission on June 4-8.

Buyers from China, Canada, Guatemala, El Salvador, Mexico, Colombia and Brazil will be available for meetings. Interpreters will be provided if needed. These buyers have expressed interest in livestock feed ingredients, dried distiller grains (DDGS), whey, vitamins and minerals, silage inoculants, milk replacers, pre-mixes, pet foods and aquaculture products.

"This Buyer's Mission allows Midwest companies to meet with qualified international buyers, generate new sales leads and receive feedback on product potential," said Enrique Gandara, a DATCP Economic Development Consultant. "This is an opportunity for companies to develop and expand their business without the time and expense of international travel."

Meetings will be held on June 4 and 5 at the Concourse Hotel in Madison. Buyers will also hold meetings on June 6 through 8 at the World Pork Expo Grounds in Des Moines, Iowa.

"The International Trade Team schedules meetings between the most appropriate buyers and suppliers," added Gandara. "We work to make the best matches possible that will result in increased exports. Following the Buyer's Mission, we provide follow-up as needed to further facilitate sales."

Participants in 2011 Buyer's Missions coordinated by DATCP reported actual sales of \$24.4 million and projected an additional \$8 million in sales over the next 12 months. Companies established relationships with 58 new distributorships.

DATCP welcomes new and returning participants to register for the Buyer's Mission. Space is limited. To register, contact Gandara at 608-224-5113 or [enrique.gandara@wi.gov](mailto:enrique.gandara@wi.gov).

The registration deadline is May 21, and the fee to participate is \$150. The Buyer's Mission is co-sponsored by the DATCP, Iowa Department of Economic Development and Food Export Association of the Midwest.

Wisconsin exported a record value of \$2.85 billion of agricultural products in 2011, an increase of 18% over 2010. Wisconsin ranks 16<sup>th</sup> in the nation for agricultural exports.

Besides Buyer's Missions, DATCP's International Trade Team works to increase exports by offering business counseling, educational seminars, market research and international promotions. For more information on services available, contact DATCP at 1-800-462-5237 or [international@wisconsin.gov](mailto:international@wisconsin.gov). You can also connect with DATCP on Twitter at [twitter.com/widatcp](https://twitter.com/widatcp) or Facebook at [facebook.com/widatcp](https://facebook.com/widatcp).

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